



# GIRLS' BIZ

**Hands-on Entrepreneurship  
For sixth, seventh and eighth grade girls**

**Form Retail Business**

**Perform Product Survey**

**Develop and Produce Product Line**

**Establish Product Pricing**

**Make Sales Projections**

**Calculate Profits and Expenses**

**Sell at Women's Expo and Events**

**Learn Philanthropy**

**Select Charity Beneficiaries**



**An Amazing  
Entrepreneurial  
Adventure**

*For sixth, seventh and eighth grade  
girls to learn to become entrepreneurs  
and philanthropists*

## GIRLS' BIZ

**A program of:**

**The Foundation for WWE, Inc.**

**Check out GIRLS' BIZ**

**<http://www.wwesouthcentral.org/girlsbiz>**



**Contact:**

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# GIRLS'BIZ



## A Supported Entrepreneurial Experience

Wisconsin Women Entrepreneurs Southcentral, Inc. (WWE) developed the GIRLS'BIZ program in 1996. The program spans the September to May academic year and accepts 15 girls. Enrollment is open through mid-September. The girls meet weekly on Tuesdays from 6:30-8 p.m. About once a month they attend a WWE meeting at the Fluno Center, and participate in sales events on weekends through mid-December. GIRLS'BIZ does not meet during the school holiday break and resumes in January, meeting twice a month through May. The girls plan a group trip activity for a weekend in late May.

## Working Together

Middle school girls who participate in GIRLS'BIZ work together, with guidance of women business entrepreneurs, to create their own retail business. The girls choose a business name and work with a designer on a logo as well as develop presentation skills to converse with businesswomen and customers. Within three months, all team members can confidently describe the program and sell their products, greatly increasing self-confidence at a very important time in their lives.

## GIRLS'BIZ Members Gain Many Skills

As a group, the girls develop a business plan and make important decisions as a team through group discussion for the product line they've chosen. They love counting money and keeping track of their profits through tasks that help develop business math skills as they add bank deposits, subtract product costs and expenses to reach their goal. They learn to be philanthropists through donating their profits to charity and enjoy the benefits of business ownership by taking an end-of-the-year group trip. The girls' achievements are recognized by WWE with a ceremony in May.



## Check out GIRLS'BIZ

<http://www.wwesouthcentral.org/girlsbiz>

Visit our website to learn more about GIRLS'BIZ, fill out the application form and find meeting dates. Participation is open to sixth, seventh and eighth grade girls in Madison and surrounding communities. The program cost is \$25 to enroll in GIRLS'BIZ.